



IMAGINGUSA EXHIBITOR PROSPECTUS

NATIONAL HARBOR, MD • JAN 16–18, 2022

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WANT TO CREATE LASTING RELATIONSHIPS WITH YOUR BEST CUSTOMERS?

Mark your calendar for the best photographic event of the year! Imaging USA is the largest, most prestigious annual convention and expo organized by photographers, for photographers! The conference is scheduled to take place in National Harbor, Maryland, at the Gaylord National Resort & Convention Center, January 16–18, 2022.

Attended by over 10,000 creative professionals every year, it's the prime opportunity to meet and interact with your customers face-to-face while showcasing your company's products and services.



86% OF ATTENDEES SAID THAT IMAGING USA EXPO WAS "GOOD TO EXCELLENT"



86% OF ATTENDEES SAID THAT THE EXPO WAS THEIR MAIN REASON FOR COMING TO IMAGING USA



83% OF EXHIBITORS REPORTED "EXCELLENT TO GOOD" OVERALL SATISFACTION WITH IMAGING USA

97% OF ATTENDEES WOULD RECOMMEND IMAGING USA TO OTHER PHOTOGRAPHERS



83% OF EXHIBITORS REPORTED OVERALL SATISFACTION WITH THE QUALITY OF THE ATTENDEES VISITING THEIR BOOTH



IMAGINGUSA ATTENDANCE HIGHLIGHTS

9,476 ATTENDEES
NASHVILLE, 2020

10,400 ATTENDEES
VIRTUAL, 2021



51%

ATTENDED IMAGING USA
FOR THE FIRST TIME

86%

OF ATTENDEES PLANNED
TO MAKE PURCHASES
AT IMAGING USA

93%

OF ATTENDEES ARE
PROFESSIONAL
PHOTOGRAPHERS
OR STUDIO OWNERS

IMAGING USA 2020



164 EXHIBITORS
IN 171 CATEGORIES



45,000 NET SQUARE
FOOTAGE

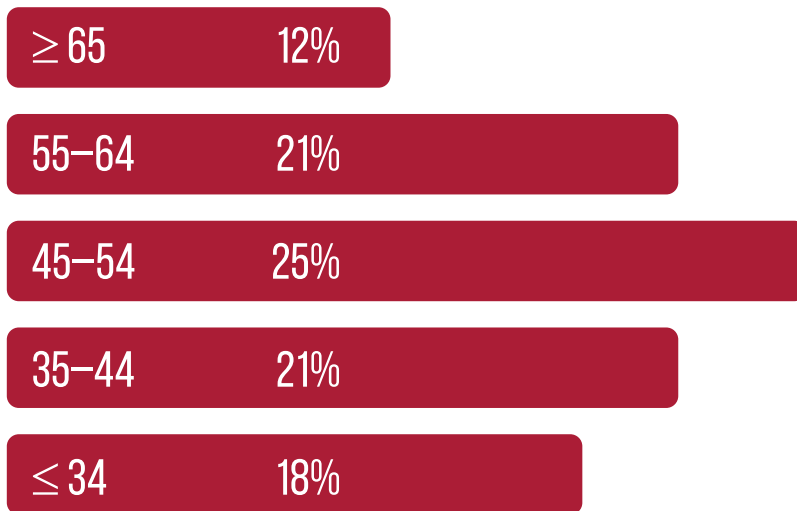


115 INTERNATIONAL GUESTS
FROM 30 COUNTRIES



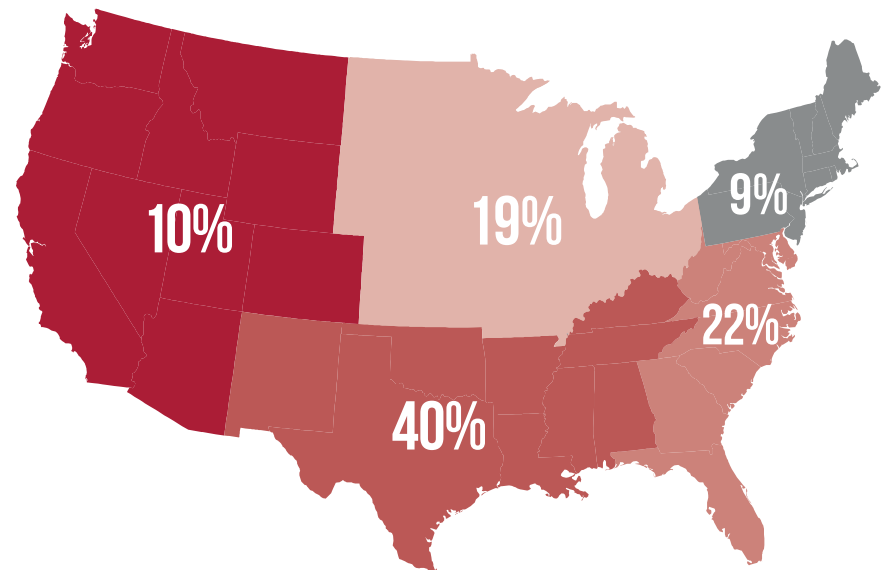
20 MEMBERS
OF THE MEDIA

ATTENDEES BY AGE



3% DID NOT WISH TO ANSWER

ATTENDANCE BY REGION



BOOTH PRICING

Booth price per 10ft x 10ft

- \$1,912.66
- Add \$500 per corner

Included with the booth:

Booth space is priced to include a 10' x 10' area that consists of a black, fireproof eight-foot-high draped back wall that is supported by aluminum uprights. Stanchions with three-foot-high draped division side rails will complete the booth. In addition, you receive:

- Complimentary listing of your company and booth number in the Imaging USA show guide, on the mobile app, and on the Imaging USA website.
- Free Imaging Expo passes!
- 17 hours to sell products directly on the trade show floor.
- 7" x 44" company identification sign showing the exhibiting company's name and booth number.
- Exhibit hall perimeter security on the Expo floor.
- Opportunity to earn priority points for exhibiting next year.
- Aisle carpet installation.

RESERVE YOUR BOOTH

Initial space assignments are based on the PPA Priority Points System. Priority points are assigned to exhibitors based on their level of past participation. Companies qualifying for a 2022 priority number will be the first to be notified of available booth space.

- Space will be assigned on a first-come, first-serve basis after priority exhibitors have selected their booth location.
- Booth deposits are due by May 3, 2021 (\$500 for a 10'x10' booth or 15% of the total booth cost for larger booths).
- Applications submitted after May 3, 2021 must include a deposit (\$500 for a 10'x10' booth or 15% of the total booth cost for larger booths). Applications received without payment WILL NOT be processed. The remaining balance is due October 1, 2021. No exceptions.
- Applications submitted after October 1, 2021, must be accompanied by payment in full.

All confirmed 2022 exhibitors will receive an Exhibitor Service Kit in September 2021. Companies wishing to rent additional equipment (furniture, hard-wall displays, carpet, showcases, etc.) may order these from the PPA service contractor by completing the appropriate forms in the Exhibitor Service Kit (must be ordered and paid for by the exhibitor).

Order forms will be included for services such as electricity, telephone service, labor, floral, audio-visual, material handling, etc. Exhibitors may avoid excess charges by placing all service or equipment orders by the early discount date.

CORPORATE MEMBERSHIP MAKES SENSE

Corporate Members:

- Gain access to PPA's multiple platforms, putting your brand center stage!
- Save money AND meet both your new and loyal customers when you exhibit at the Imaging USA Expo.
- Receive a \$200 discount per booth, up to 20 booths, as well as priority placement.

EXTEND YOUR REACH

PPA's comprehensive marketing and exhibitor promotional opportunities will boost your individual efforts to attract attendees to the show and buyers to your booth. This extensive campaign includes:

- Complimentary listing of your company and booth number in the Imaging USA show guide and on its website and mobile app.
- Extensive show promotion in the convention previews, in *Professional Photographer* magazine, on ImagingUSA.org, in ads in leading trade publications, and in emails to our association members.
- Free Imaging USA Expo passes for you to distribute to key prospects and customers, giving them even more reasons to visit your booth.

Extra Traffic-Building Features

Imaging USA helps attract your perfect audience by speaking to professional photographers' desires for more supportive, inspirational, and profitable relationships. As the largest event of its kind, Imaging USA draws potential clients right to your booth. Our world-class educational programs are also designed to attract more buyers, giving your business maximum exposure during the event.

IMAGINGUSA SPONSORSHIP

Sponsorship raises the bar on what you can accomplish at Imaging USA. There's no better way to deliver impact and brand recognition at the beginning of the year! Expand your message and enhance your promotions with a custom sponsorship package that will:

- Align your brand with one of the most successful and longest running shows in the industry.
- Drive additional traffic to your booth.
- Add additional exposure by reaching 50,000+ professional photographers.

Contact your sales rep for more details to help get your desired results!

Grab Their Attention

Customized packages position your business competitively and give your product the exposure it deserves. Sponsorship benefits include:

- Inclusion as a sponsor in all event promotional materials, guides, and websites.
- Recognition on specialty banners and signage throughout the event location.
- Delivery of your marketing message directly to attendees through the Imaging USA mobile app.
- Opportunity to stand out as the exclusive sponsor of a speaker.
- Prominent exposure by sponsoring one of our specialty events.
- Exclusive marketing opportunities.

TAP INTO
10,000
QUALIFIED LEADS!

IMAGINGUSA 2020 EXHIBITORS

3 Strands
3XM Solution
A.I. Care LLC
AcrylicPress.com
Advanced Photographic Solutions
Allied Powers LLC
Allstate Business Insurance
AMCI Regence
American Color Imaging
Animoto Inc.
Aperture.com
Armadillo Photo Supply
B&H Photo Video Pro Audio
Baby Dream Backdrops
Bay Photo Lab
Belle Threads
Birdesign
Black River Imaging
Cameragraphics
Canon USA
Carl Zeiss SBE LLC
CG Pro Prints
ChromaLuxe
ChromaLuxe by Unisub
ClearBags
Click Props Backdrops
Coastal Business Supplies
Collages/N-VU
Color Inc.
CPQ Professional Imaging
Custom Photo Props
Dell Technologies
Delta Picture Frame Company
Denny Manufacturing Co. Inc.
Desktop Darkroom
Desktop Digital Lab
DNP Imagingcomm
America Corporation
DNP Photo Imaging America Corp.
Dorado Grahpix
DriveSavers Data Recovery
Drobo
Dury's
EG Creative Co
Entourage Yearbooks
Excel Image Group Inc
F J Westcott
Finao Online LLC
Floricolor
Focus Camera
Folio Albums
Fotofafa
Frames for Portraits
FujiFilm North America Corporation
Full Color Inc.
Fundy Software Inc.
Geekoto Technology Co.
Get Gear Case
Gifyyy Photo Booth
Global Image Products
Glory Days Services Inc.
GotPhoto
GPSE/Group Photo Supply
& Equipment
GraphiStudio
GW Moulding
H+H School, Sports and Events
H+H Color Lab Inc.
H+H Theatre
H+H Total Schools and Sports
Hahnemuhle USA
Hanging Branch
Hoodman Corporation
House Lens
Hudson Yards Studio
Imaging Solutions AG
INB Medical
Indie Print Company
Infinite Beauty
Inter-State Imaging Services
Intuition Backgrounds
JPEGmini
Kanematsu USA Inc./KG ProPhoto
KEH.com
Kiss Books
Kodak Alaris Inc.
Konpoli-USA
Lastolite by Manfrotto
Lensbaby
Lensrentals
Light & Motion
Lil' Angels Photography
Franchise Company
MackayMitchell Photopak
MagnetMod
Make-a Ball
Manfrotto Lighting
McKenna Professional Imaging
Mid-South Color Labs Inc.
Miller's Professional Imaging
Mitsubishi Electric US - Visual
and Imaging Systems
Neil Enterprises Inc.
nPhoto
N-Vu
Ontrack Data Recovery
Otto Trading Inc
Pacific Mount Inc.
Package Choice Insurance
by Hill & Usher
Panasonic Corp of North America
Paul C. Buff Inc.
Paxis
Payscape
Peleman Industries
Photobiz
Photobooth Supply Company
Photoflashdrive.com
Photosi Spa - Business Unit Album
Epoca
Picture Perfect Props

IMAGINGUSA 2020 EXHIBITORS (CONTINUED)

Pixel Connection
Platypod Pro LLC
ProCam
ProDpi (Digital Precision Imaging Inc.)
ProMediaGear
ProSelect/ TimeExposure.com
QNAP Inc
QtAlbums
R.V. Nuccio & Associates Insurance Brokers Inc.
Rebooku
RedTree Albums
Renaissance Albums
RetouchUp.com
Richmond Professional Lab
Rocket Photo
Rocky Nook Inc
SAlmages Plus
SanDisk
Savage Universal Corporation
Seagate Technology LLC
Seldex Artistic Albums
ShootProof
Showoff Albums, USA
Sigma Corp of America
Sirui USA LLC
SONY
Southpoint Photo Imaging Supplies Inc
Spider Camera Holster
State Farm / The Marketing Arm
Studio Ninja
Studio Style
Studio Style by Collector's Gallery
Sturdavinci Art Tools
Tamron USA Inc.
Task Force: ISO
Tether Tools
The Album Master
The Brand Booth
The Gilman Brothers Company
The Image Salon
Think Tank Photo Inc.
Tribe of 5
TSS Photography
Tyndell Photographic & Art Supplies Inc.
UAF Photo Lab
Used Photo Pro
V-Flat World
Vision Art Inc.
Walter's Publishing
Westcott Company
White House Custom Color
White House Sports & Events
Zenfolio Inc.

2021 EXHIBITORS

3XM
American Society of Photographers
B&H Photo Video Pro Audio
Bay Photo Lab
Candid Color Systems
Canon
CG Pro Prints
Copyright Alliance
Dell
Denny Manufacturing
DriveSavers Data Recovery
Finao
FJ Westcott
Gallagher
Go Love Africa
GotPhoto
Graphistudio
H&H Color Lab Inc
H&H Total School & Sports
International Photography Hall of Fame
Intuition Backgrounds
Kodak Professional Imaging Solutions
Lively Bottle
Lockton Affinity LLC
Love Not Lost
Make A Ball
Marathon Press Inc.
Mid-South Color Lab
Miller's Professional Imaging
MoLight
N-Vu
Now I Lay Me Down To Sleep
Ontrack Data Recovery
Operation Smile
Paul C Buff Inc.
Photoday
Photoflashdrive
Photographers for Charity
ProSelect / TimeExposure.com
SecureData Inc.
So Many Angels
Sony
Special Kids Photography
StellaPro Lights
Studio Style
Tamron USA Inc
Tether Tools
Texas School of Pro Photography
Tyndell Photographic & Art Supplies
UAF Photo Lab
United States Copyright Office
Vision Art Inc.
White House Custom Color
ZNO

IMPORTANT DATES & TIMES

APPLICATIONS RECEIVED WITHOUT THE MINIMUM DEPOSIT WILL NOT BE PROCESSED NOR WILL SPACE ASSIGNMENT BE RESERVED. NO REFUNDS WILL BE MADE AFTER OCTOBER 1, 2021.

Any contracts received after Friday, Oct 15, 2021, may not be included in the show guide.

Exhibitor Deadlines

- Monday, May 3, 2021—Minimum deposit required. \$500 for 10'x10' booth, 15% for larger.
- Friday, Oct 1, 2021—Full booth payment required.
- September 2021—Exhibitor Service Manual distributed.
- Friday, Oct 15, 2021—Deadline for exhibitor listing in the printed Show Guide.
- December 2021—Deadline for exhibitor badge registration.

Important Times

Exhibitor Move-In

Friday, January 14	8am–5pm
Saturday, January 15	8am–5pm
Sunday, January 16	8am–10am

Imaging Expo Hours

Sunday, January 16	11:30am–6pm
Monday, January 17	11:30am–6pm
Tuesday, January 18	11:30am–3:30pm

Exhibitor Move-Out

Tuesday, January 18	3:30pm–8pm
Wednesday, January 19	8am–noon

Times are subject to change.

HOTEL INFORMATION

If you plan on joining us at Imaging USA 2022, save money by booking your room early!

If our room blocks are sold out before the cut-off date, room availability and rates are not guaranteed and will be subject to prevailing availability and rates. All reservations must be guaranteed with a major credit card or accompanied by a first-night room deposit.

Book your room today!

ImagingUSA.org/Hotels

The logo for Imaging USA, featuring the word "IMAGING" in a bold, dark grey sans-serif font, followed by "USA" in a red sans-serif font. A thin red arc is positioned above the "I" and "A" of "USA".

SALES CONTACTS

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